INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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N.C.A. Research Laboratories Conduct Technical Conferences Emphasizing Basic Principles to Plant Supervisory Personnel

The N.C.A. Research Laboratories have just concluded a series of technical conferences, in major canning areas, at which special attention was given to maintenance of high quality in canned foods.

The technical conferences were held by personnel of the Washington and Berkeley Laboratories. In planning this type of Laboratory program for the industry, it was felt that a general discussion of basic processing and sanitation principles was needed, and that type of program would help management to stress the importance of such principles to their plant supervisory personnel and would permit widespread participation by many companies.

The schools were arranged in cooperation with the state and regional associations and were well received. Total attendance at the 18 conferences was 749 production and supervisory personnel, representing 216 companies.

Topics covered at the conferences included FDA regulations; prevention of product contamination; the relationship of sanitation, safety, and fire prevention; the application of bacteriology to canning sanitation and processing; and the plant cleaning problem. These subjects were considered from the point of view of maintaining a high level of product quality.

It is contemplated that these conferences will be continued next year, perhaps reaching into areas not covered during the 1958 season.

Instruction was conducted by J. W. Bell and C. W. Bohrer of the Washington Laboratory and by E. S. Doyle and Norman A. Olson of the Berkeley Laboratory.

N.C.A. Members Provided with Press Kit of Materials for Local Tie-ins with September Canned Foods Month Event

N.C.A. members are urged to take the initiative of publicizing "September is Canned Foods Month" in their own communities. To help them do so, a kit of materials has been prepared by Dudley-Anderson-Yutzy, public relations agency for the N.C.A. Consumer and Trade Relations Program, in collaboration with the Information Division. Among suggestions made to members are the following:

"(a) Suggest to a local club, school or civic group that during September they show a print of 'The Three Squares' and submit to them your ideas as to an introduction for the film.

"(b) Send a short news release to the newspaper calling the editor's attention to 'Canned Foods Month'.

"(c) Send a letter to your local retail food store managers urging their participation in the event through special featuring of displays and ads.

"(d) Suggest to TV stations that they run announcements heralding 'September is Canned Foods Month' and offer them 'The Three Squares' as a public service film to use during the month. Radio stations also could carry announcements."

The kit encloses actual samples of copies of the suggested letters which the canner can fill in with his own identification and on his own letterhead for submission to local women's social or service clubs; to his local newspaper; school principals; and radio-TV program directors.

It also includes text of a spoken introduction to "The Three Squares" movie; text of a suggested local newspaper story; and a set of radio station breaks.

Suggestions are given as to how these various local approaches and contacts could be handled. The concept of the project is that the individual canner is in a better position to spread the news of the September Month event in his local community than is an outside release agency. For those members of N.C.A. who have contributed samples of their products for the September Month exhibit at the Department of Agriculture, a special local press release copy is inserted enabling them to let hometown readers know their products will be represented in the exhibit.

General Crop Conditions

Yield prospects for most crops gained during July and on August 1 the 1958 season still appeared to be the nation's biggest crop year.

USDA's all crop production index of 113 is the first to surpass the 106 recorded in 1948, 1956, and 1957. The index of yields for 28 major crops is at 137 percent of the 1947-49 base.

The tonnage of six important vegetables for processing is indicated about 13 percent more than last year. Increases are expected for tomatoes, contracted cabbage for kraut, and snap beans, and decreases are predicted for green peas, spinach, and sweet corn.

Total production of deciduous fruit is expected to be 3 percent greater than last year and 2 percent above average. Compared with last year, there is a sharp increase in peach production and moderate increases for apples and grapes. Production of apricots, sour cherries, plums and prunes is down sharply from 1957, and production of pears and sweet cherries is moderately smaller.

Summer vegetable and melon crops this year are expected to be 9 percent larger than in 1957. Sweet corn shows the largest increase, and there also will be more cabbage, tomatoes, green peppers, eggplants and lima beans. Material decreases are in view for onions, celery, carrots, lettuce, cauliflower and snap beans. The summer melon crop is 25 percent larger than last year.

Canned Foods for School Lunch

USDA announced this week that it contemplates buying 1958-pack canned corn and canned tomatoes and more canned snap beans for use in the National School Lunch Program

Corn—Offers will be considered on canned whole kernel corn meeting the requirements of U. S. Grade A and packed in No. 10 or No. 303 cans; however, No. 10 cans are preferred. Offers must be received by USDA by August 22 for acceptance by August 29. Delivery will be required during the period September 22 through October 27.

Tomatoes—Offers will be considered on canned tomatoes meeting the requirements of U. S. Grade B except as to color, packed in No. 10 or No. 2½ cans; however, No. 10 cans are preferred. Offers must be received by USDA by September 12 for acceptance by September 19. Delivery will be required during the period October 6 through November 10.

Snap beans—USDA has purchased 229,522 cases of canned green beans. Purchases were limited to No. 10 cans and the average net price after discounts was $3.70 per case. Purchases were made in Alabama, California, Delaware, Georgia, Michigan, New York, Oregon, Tennessee, Washington, and Wisconsin.

Additional quantities were offered under the announcement but not at prices acceptable to USDA. Invitations to offer additional quantities of 1958-pack Grade A canned green beans have been mailed to prospective bidders. Under the new announcement, offers must be received by USDA by August 22 for acceptance by August 29.

Further details regarding these purchases may be obtained from Claude S. Morris of the Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C. (telephone Republic 7-4142, extension 2781).

Peas—USDA has purchased 410,417 cases of canned green peas with funds appropriated under the National School Lunch Act. Purchases consisted of 385,417 cases of No. 10 cans and 25,000 cases of No. 303's. Average net prices after discounts were $3.27 for No. 10's and $2.20 for No. 303's per case f.o.b. shipping points. Purchases were made in Illinois, Maryland, Michigan, Minnesota, Montana, New York, Oregon, Pennsylvania, Utah, Washington, Wisconsin, and Wyoming.

Remodeling Poultry Plants

Practical plans for remodeling small poultry plants, so as to enable them to comply with the mandatory poultry inspection program next January 1, are described in a USDA report, *Remodeling Small Poultry Plants to Meet Inspection Requirements* (AMS-256). Copies are available from the Marketing Information Division, U. S. Department of Agriculture, Washington 25, D. C.

Deciduous Fruit Production

USDA has reported prospects for production of deciduous fruits, on the basis of August 1 conditions, as follows:

Apples

The commercial apple crop is estimated at 126 million bushels, 6 percent above last year and 16 percent above average. A crop of this size would be the largest since 1949. Nearly all states report that July was favorable for the crop.

The crop for the Eastern states is forecast at 56 billion bushels, 14 percent larger than last year, and representing 44 percent of the U. S. crop compared with 41 percent last year. In the East only southern New England and New Jersey expect a smaller crop than in 1957.

Production in the Central states is estimated at 21.2 million bushels, 3 percent more than last year.

Prospects in the Western states declined during July and the output there is estimated at 48.8 million bushels, 39 percent of the U. S. crop compared with 41 percent last year.

Peaches

The peach crop is expected to total 75.5 million bushels, 21 percent larger than last year and 20 percent above average. A crop of this size would be the largest since 1947. Excluding the California clingstone crop, the rest of the U. S. crop is estimated at 50.5 million bushels, 26 percent larger than last year and 24 percent above average.

The California clingstone crop is estimated at 25 million bushels, 12 percent more than in 1957, when a "green drop" program was in effect. The California freestone crop is estimated at 12.1 million bushels, 5 percent below last year but 11 percent above average.

Washington's peach crop is estimated at 2.2 million bushels, up sharply over last year's 900,000 bushels and exceeding the 10-year average by a third. In Oregon the crop is slightly larger than last year.

The crop in New York also shows recovery from last year's low level, with 2.7 million bushels in prospect compared with 2.0 million obtained there in 1957. New Jersey and Pennsylvania also predict increases over last year.

Production in the nine Southern states is 44 percent larger than last year and 53 percent above average, the largest crop since 1947.

Pears

Pear production is estimated at 28,204,000 bushels, very little change from the July 1 forecast but 11 percent less than 1957 and 5 percent below average. Most of the decline from 1957 was caused by smaller crops in prospect in Oregon and California.

Bartlett pear production in the Pacific Coast states is estimated at 17,151,000 bushels, slightly above July 1 but 19 percent less than 1957 and 10 percent below average. In California Bartletts are expected to be 27 percent less than in 1957 and 12 percent below average. In Oregon Bartlett pear production is expected to equal last season and to be 14 percent above average.

Winter pear production in the three Pacific Coast states is forecast at 6,587,000 bushels, 11 percent less than in 1957 and 3 percent below average. California production is estimated to be 1,417,000 bushels, 26 percent less than last year and 20 percent below average. Production is above average in both Oregon and Washington.

Sour Cherries

The sour cherry crop is estimated at 99,360 tons, only two-thirds as large as the 1957 crop and 20 percent below average. This is the result primarily of light crops in Michigan and Wisconsin. Total production in the Great Lakes states of 87,900 tons is down 35 percent from last year and production in the Western states, at 11,460 tons, is down only 9 percent.

Peaches—USDA has purchased 664,400 cases of canned peaches of U. S. Choice grade in No. 10 cans. Purchases consisted of 642,400 cases of clingstone peach halves and slices in light syrup and 22,000 cases of Elberta freestone peach halves in heavy syrup. Average net price after discounts was $4.19 f.o.b. California shipping points. Purchases were made under Section 6.

Crop	1957	1958 Indicated	Percent change from 1957
	(thousands of bu.)		
Apples	118,548	125,999	+ 6
Peaches	62,335	75,510	+21
Pears	31,676	28,204	−11
	(tons)	(tons)	
Sweet cherries	93,040	86,560	−7
Sour cherries	147,100	99,360	−32
Apricots	190,400	117,800	−38
Plums	88,300	67,400	−24

Sweet Cherries

Production of sweet cherries is estimated at 86,560 tons, 7 percent less than last year and 6 percent below average. In the Eastern states the crop of 20,000 tons is 3 percent larger than last year but in the Western states the crop of 66,560 tons is 10 percent smaller than the 1957 crop.

The California crop, which was harvested by July 1, is estimated at only slightly more than one-third the tonnage of both last year and average. The Oregon crop is estimated to be 40 percent larger than last year and in Washington the crop is up approximately 25 percent from 1957.

Michigan sweet cherries were harvested with very little loss.

Apricots

Indicated production of apricots in California, Utah and Washington totals 117,800 tons, 38 percent below last year and 44 percent below average. Harvest is completed in all areas of California. In Utah the fruit was generally larger than usual because of light set. In Washington harvest was finished by the last week in July.

Plums

The prospective production of plums in California and Michigan is 67,400 tons, 24 percent below 1957 production and 21 percent below average. The California estimate of 60,000 tons is above the July 1 forecast while the Michigan forecast is down slightly.

Olives

The set of California olives is quite variable. Production is expected to be light in most of southern California but extremely heavy in Tulare County and other San Joaquin Valley counties. Medium to good crops are expected in the Sacramento Valley. Manzanillos have a heavy crop in many orchards.

Figs

The California fig crop has shown normal development to date. Insects have been kept under control.

Tomatoes for Processing

The indicated production of tomatoes for processing in 1958 is 4,254,400 tons, according to the Crop Reporting Board of USDA. This August 1 indicated production is almost one-third larger than last year's crop and the average annual production for the preceding 10 years. If this indicated production is realized, the 1958 crop will be only 8 percent below the record large 1956 crop.

On August 1, conditions in the East from Virginia north to Pennsylvania and New Jersey were very favorable and record or near record yields are in prospect. In New York, it has been too wet and cool for tomatoes. Yield prospects were good in most Midwest states as of August 1 but excessive rains took their toll of the Indiana crop. The crop in that area will be determined by August weather. In Utah, tomatoes are a near failure due largely to curley top, and this disease has hit the Colorado crop. In spite of being planted late, the California crop is in excellent condition and is apparently going to mature at close to the usual time.

Following is the tonnage indicated on the basis of August 1 conditions:

State	Production: 10-year ave. 1947-56	1957	1958 Indicated	Percent change from 1957
	(tons)	(tons)	(tons)	
N. Y.	156,300	118,800	100,000	−16
N. J.	228,800	172,200	279,500	+62
Pa.	172,500	112,800	210,000	+86
Ohio	186,800	176,900	264,500	+50
Ind.	311,400	209,800	232,500	+11
Ill.	94,200	97,200	140,000	+44
Mich.	58,700	73,800	72,000	−2
Wis.	8,800	5,300	9,000	+70
Iowa	9,700	10,700	15,000	+40
Mo.	9,200	2,700	5,200	+93
Del.	34,000	29,600	38,000	+28
Md.	147,900	52,500	117,800	+124
Va.	67,300	38,200	61,500	+61
S. C.	2,900	3,600	3,400	−6
Fla.[1]	30,900	36,000	35,000	−3
Ky.	6,100	4,400	5,000	+14
Ark.	12,900	6,000	7,200	+20
Texas	43,000	32,300	64,000	+98
Colo.	25,200	21,600	21,800	+1
Utah	75,900	70,200	16,000	−77
Calif.	1,589,000	2,020,600	2,537,500	+26
Other states[2]	18,300	19,640	19,500	−1
U. S. Total	3,289,800	3,314,840	4,254,400	+28

[1] Sum of estimates by seasonal groups. [2] Ala., Ariz., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Okla., Ore., Tenn., Wash., and W. Va.

Sweet Corn for Processing

August 1 indications point to a total of 1,454,400 tons of sweet corn for processing in 1958, according to the Crop Reporting Board of USDA. This is 4 percent less than the 1957 production of 1,514,800 tons but exceeds average production by 9 percent. This year's acreage for harvest is about 11 percent less than last year's harvested acreage. A near record yield of 3.75 tons per acre is in prospect, however.

In the important Midwest sweet corn producing states where nearly two-thirds of the acreage for processing is grown, the August 1 indicated yields equal or exceed last year's yields and average yields for the respective states. However, in Minnesota, Wisconsin, and Michigan, sweet corn is behind schedule in its development and unless weather in the late summer is favorable, considerable acreage may not mature. Cool weather has contributed to slow growth but inadequate moisture during July was also detrimental. Rain since August 1 has improved prospects in Minnesota and parts of Wisconsin, but considerable acreage in Wisconsin and Michigan still needs moisture. In the Northwest, although yields now indicated fail to equal the 1957 yields, they are above average. Recent hot weather there was unfavorable. In the Mid Atlantic states, the crop is maturing under unusually favorable conditions. In New York and Maine, this year's crop is not expected to yield as well as last year's but it is better than average. Sweet corn in these two states is late due to cool weather.

State	Production: 10-year ave. 1947-56	1957	1958 Indicated	Percent change from 1957
	(tons)	(tons)	(tons)	
Maine	23,000	23,000	12,200	−47
N. Y.	64,900	74,700	59,400	−20
Pa.	28,700	21,800	29,800	+37
Ohio	34,400	16,100	15,900	−1
Ind.	54,300	41,200	48,600	+18
Ill.	192,700	215,300	201,400	−6
Wis.	276,800	350,800	336,600	−4
Minn.	270,700	361,200	316,000	−13
Iowa	67,700	64,300	30,600	−52
Del.	12,300	9,100	16,700	+84
Md.	80,700	41,800	95,000	+127
Idaho	42,300	61,000	63,000	+3
Wash.	61,500	87,400	75,400	−14
Ore.	58,000	80,800	79,500	−2
Other states[1]	65,000	66,300	74,300	+12
U. S. Total	1,333,700	1,514,800	1,454,400	−4

[1] Ark., Calif., Colo., La., Mich., Mont., Nebr., N. H., N. J., Okla., S. D., Tenn., Texas, Utah, Vt., Va., and Wyo.

Cabbage for Sauerkraut

The indicated contract production of cabbage for sauerkraut at 129,700 tons is 19 percent more than last year's production and 31 percent above average, according to the Crop Reporting Board of USDA.

No information is available at this time on the tonnage of 1958 crop cabbage that may be purchased on the open market for kraut manufacture. An estimate of such purchases will be made next December. Last year, kraut packers purchased 61,260 tons or 36 percent of their total supplies on the open market. The 10-year average open market purchases amount to 92,000 tons or 48 percent of the total supplies for kraut.

This year's indicated early fall cabbage crop, which will be the source of the bulk of the cabbage used for kraut, totals 466,700 tons, 8 percent more than last year's small crop of 429,700 tons, but 6 percent below average. Growing conditions have been favorable for fall cabbage, but in Wisconsin and Michigan it is dry.

State	Total[1] 1957	Contract[2] 1957	Contract[2] 1958 Indicated	Contract[2] Percent change from 1957
	(tons)	(tons)	(tons)	
N. Y.	63,600	24,800	30,600	+23
Ohio	17,600	17,600	23,800	+35
Ind.	8,800	8,800	9,800	+11
Wis.	43,400	25,600	31,100	+21
Other states[3]	36,950	32,290	34,400	+7
U. S. Total	170,350	109,090	129,700	+19

[1] Total production includes tonnage obtained from contract acreage (footnote 2) and tonnage purchased on the open market.

[2] Contract acreage includes acreage grown by packers on own or leased land, acreage grown under contract with growers, and equivalent acreage for contracted acreage.

[3] Colo., Fla., Idaho, Ill., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Ore., Pa., Tenn., Texas, Utah, Va., and Wash.

Snap Beans for Processing

Snap bean production prospects improved slightly during July and on August 1 a total of 373,890 tons were indicated for processing in 1958, according to the Crop Reporting Board of USDA. This is 4 percent more than the 359,810 tons harvested in 1957 and 38 percent above average. If this year's indicated production is realized, it will be a new record for this crop.

The August 1 indicated yield of snap beans is 2.4 tons per acre. This is the same as that harvested in 1957 and is well above average.

Production prospects improved during July in most of the important late states from the Middle Atlantic northward to New England, Michigan and Wisconsin, the Ozarks and Colorado. In Oregon a period of hot weather caused some blossom drop and yield prospects on August 1 were slightly less promising than a month earlier.

State	Production 10-year ave. 1947-56	Production 1957	Production 1958 Indicated	Percent change from 1957
	(tons)	(tons)	(tons)	
Maine	5,600	5,700	4,300	−25
N. Y.	47,200	67,100	64,800	−3
Pa.	9,100	11,600	17,700	+53
Mich.	9,900	9,500	10,900	+15
Wis.	20,200	29,700	29,200	−2
Del.	3,000	3,200	6,600	+106
Md.	16,600	14,100	18,000	+28
Va.	5,800	4,200	6,800	+62
N. C.	3,800	9,000	9,000	.....
S. C.	1,100	1,100	800	−27
Fla.[1]	16,000	23,000	15,200	−34
Tenn.	9,000	13,400	14,800	+10
Ark.	7,200	5,600	5,800	+4
La.	700	180	440	+144
Okla.	3,400	4,400	4,900	+11
Texas	10,200	11,200	12,400	+11
Colo.	5,000	5,200	5,900	+13
Wash.	9,900	10,600	9,600	−9
Ore.	57,100	86,100	86,400	.....
Calif.	15,600	24,000	27,200	+13
Other states[2]	15,500	20,870	23,150	+11
U. S. Total	271,800	359,810	373,890	+4

[1] Sum of estimates by seasonal groups. [2] Ala., Ga., Idaho, Ill., Ind., Iowa, Ky., Minn., Miss., Mo., Nebr., N. H., N. J., N. M., Ohio, Utah, Vt., and Wyo.

Price Support for Rice

The national average support price for 1958 crop rice has been announced by USDA at $4.48 per hundredweight, which is 75 percent of the August parity price of $5.98 per hundredweight.

The national support price is 15 cents per hundredweight above the advance minimum as announced last November. The increase results from a higher rice parity price since the date when the minimum was determined.

The total supply of rice for the 1958-59 rice marketing year is estimated now to be 65,827,000 hundredweight, consisting of a carryover of 18,600,000 hundredweight, a crop of 47,027,000 hundredweight, and imports of 200,000 hundredweight. The total supply of 65,827,000 hundredweight is 136.3 percent of the "normal" supply, 48,294,000 hundredweight.

Production of Field Crops

USDA has reported prospects for production of field crops, on the basis of August 1 conditions, as follows:

Sweet Potatoes

The 1958 sweet potato production is forecast at 17,807,000 hundredweight, 1 percent below the 1957 crop and 10 percent below average. The indicated production is 2 percent above the July 1 forecast. The crop is indicated above last year's in Louisiana, Texas, New Jersey, Virginia, and Maryland.

Growing conditions continued generally favorable for growth and development of the crop. Indicated average yield of 63.1 hundredweight per acre is only slightly below the 1957 yield but 15 percent above average.

In New Jersey excessive rains have caused some leaching of fertilizer on the sandy soils. A few sweet potatoes were harvested in late July on the Eastern Shore of Virginia. Digging in this area will not become widespread until mid-August. The Louisiana crop appears to be in good condition, although later than usual because of delays in planting. Only a few acres of the Louisiana crop were harvested before August 1.

Rice

Production of rice is now estimated at 48 million equivalent 100-pound bags, 11 percent above the relatively small crop produced last year and 2 percent above average. The larger crop compared with last year is due to both higher expected yields and larger acreage.

Dry Beans

Dry bean production prospects are little changed from a month ago. The 18,369,000 bags are one-sixth above last year and nearly a tenth above the 10-year average. The larger production is due to a larger acreage and also to the highest indicated yield of record.

Crop	1957	1958 Indicated	Percent change from 1957
	(thousands of cwt.)		
Potatoes	239,539	256,344	+7
Sweet potatoes	18,053	17,807	−1
	(thousands of bu.)		
Durum wheat	14,985	18,753	+25
	(thousands of bags)		
Rice	43,130	47,980	+11
Dry edible beans	15,771	18,300	+16
Dry field peas	3,270	2,459	−25

N.F.B.A. Prepares To Issue Merchandising Manual

The N.F.B.A. is preparing to issue a "Retail Merchandising Manual," designed to assist the food broker's retail merchandising man to do his job, and has invited canners and other principals to furnish product inserts for insertion in it.

The "Retail Merchandising Manual" will be a permanent reference source, to be used by the food broker's merchandising man at all times. The manual is loose-leaf. It will contain sections devoted to the food industry and the typical duties of the retail merchandising man, and space is provided for the broker to insert his own information and also the product information to be supplied by his principals.

The manual will be sold by N.F.B.A. to its members, and it is contemplated by N.F.B.A. that principals will want to prepare pages about their products and to furnish these pages to their food brokers for insertion in the merchandising manual. Specifications for such pages may be obtained from the National Food Brokers Association, The N.F.B.A. Building, 1916 M St., N. W., Washington 6, D. C.

The N.C.A. has contributed six pages of information about the canning industry and its products to the N.F.B.A. for inclusion in the manual. Four pages comprise a section of "Canned Food Facts," especially prepared for the manual, describing the canning industry and citing important facts about canned foods that will be useful to the food broker's merchandising man as background or in making sales or in servicing retail stores. The N.C.A. material also includes copies of "How the Descriptive Label Helps the Canned Foods Shopper."

Volume Feeding Management

The August issue of *Volume Feeding Management* magazine features an article "Sandwiches: serve 'em sauced." Eulalia Blair, food management editor, subtitled the article, "Sauces add real knife-and-fork heartiness to all kinds of sandwiches —open or closed."

The 13 recipes include 10 canned foods: cream of mushroom soup, cream of celery soup, cream of chicken soup, pimientos, tuna, mushrooms, ham, chicken, beef gravy, and pineapple. Also used were "cooked" asparagus spears, corned beef hash, and shrimp.

The recipe and photograph for "Deluxe Open Sandwiches" used in the article were supplied by the Consumer Service Division and a credit was given to National Canners Association.

Volume Feeding Management goes to a national network of food jobbers and food service equipment dealers for executives in the volume feeding industry. It is read by people in restaurants, hotels, employee cafeterias, hospitals, schools, colleges, clubs, and catering organizations.

The American Home

June M. Towne, food editor, pays tribute to the canning industry in the September issue of *The American Home* magazine with two articles, "Take A Can Of String Beans" and "Take A Can Of Peaches," and a 20-page recipe supplement, "Take A Can And Start Cooking—50 American Home Recipes."

Miss Towne says, "September has been set aside by the canning industry as Canned Foods Month. Your editors salute this industry that produces more than 26,500,000,000 cans of food that *we* consume annually. We present here a whole portfolio of brand new recipes using canned products. We wish to thank this progressive industry, which has given us the magic key for opening treasure chests of food from all lands—foods that would have been beyond attainment not too many years ago. An industry that has given us cooked foods that, by the touch of the magic wand—the can opener, can be turned into meals to remember! Every corner grocery store carries hundreds of canned foods and in sizes to suit every family. With a food supply like this at your finger tips, cooking *can* be fun!

Seventy-eight uses of canned foods are featured in the articles and recipe supplement. Canned foods included are apricot nectar, chicken broth, apple sauce, apple slices, cranberry sauce, fruit cocktail, ripe olives, peach halves and sliced, pear halves, crushed and sliced pineapple, green and white asparagus spears, baked beans, whole, cut and french style green beans, lima beans, bean sprouts, diced and julienne beets, carrots, whole kernel corn, mushrooms, french fried onions, peas, pimientos, chicken, salmon, tuna, corned beef hash, ham, luncheon meat, catsup, and evaporated milk.

The recipe supplement also includes paragraphs of information about canned foods. The paragraphs usually begin with a question followed by an answer. A few examples of the 18 statements are: "Do you want to know how long canned foods will keep?"; "Dietetic foods are now found in all food markets"; "Should you worry about a little rust or a small dent in a can?"; "Do you know about the nutritive value of canned foods?"; "Do you know how to buy canned foods?"; "Time saving is the most important trend."

This information of value to consumers is given briefly, and is placed in good attention-getting spots at the top of the pages.

The articles and recipe supplement are attractively illustrated with seven color and 50 black and white photographs. In fact, the finished food of each recipe is shown in a photograph which adds interest, and is helpful to guide the homemaker in preparing it.

Canners Technician Schools

The N.C.A. Washington Research Laboratory helped conduct two canners technician schools, in Indiana and New York, during July and August.

The Indiana school, co-sponsored by the N.C.A., Indiana Canners Association and Purdue University, was conducted at Purdue. Sixty-five students representing 40 canning firms in Indiana, Ohio, Illinois, Michigan, and Colorado received instruction in the Howard mold count method on tomato products, July 7-18. Thirty-six students representing 28 firms from five states were instructed in the identification of extraneous materials during the week of July 21-25.

The New York State school, co-sponsored by the N.C.A. and the New York State Canners and Freezers Association, was held at the Geneva Agricultural Experiment Station July 30-August 8. Sixteen students representing 12 canning firms in New York and Pennsylvania attended.

Instructors were Earl Richardson and Miss Lucy Witherow of the N.C.A. Washington Research Laboratory and personnel of American Can Company, Continental Can Company, Heekin Can Company, Purdue University, and the Food and Drug Administration.

Status of Legislation

Agricultural trade development—S. 3420, to raise Title I authorizations from $4 to $7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was passed by the Senate March 20 and by the House, with amendments, July 23, and sent to conference. S. 4071, the omnibus farm bill, passed by the Senate July 28 contains language identical to S. 3420.

Anti-dumping Act—H. R. 6006, to amend the Anti-dumping Act of 1921 so as to facilitate determinations under the Act, was passed by the House Aug. 29, 1957, and by the Senate, with an amendment, May 26, and sent to conference. The conference report was adopted by the Senate Aug. 4, by the House Aug. 7 and sent to the President.

CCC equity payments—S. 2426 (Ellender of La.), to authorize CCC to acquire title to unredeemed loan collateral without obligation to make equity payments, is pending before Senate Agriculture Committee.

Country Life Commission—H. R. 13504 (Hays of Ark.), to provide for the creation of a 25-member Country Life Commission to make broad recommendations on the total development of country life, was approved by a subcommittee of the House Agriculture Committee July 22.

Customs drawback—H. R. 9919, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was passed by the House Feb. 27 and by the Senate Aug. 11 and cleared for the President (see INFORMATION LETTER of March 1, page 103).

Farmworkers housing—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

FDA food additives—H. R. 13254 (Williams of Miss.) was passed by the House, under suspension of the rules, Aug. 13 and was approved, with amendments, by the Senate Labor Committee Aug. 15, with a formal report due Aug. 16. N.C.A. supports.

Federal preemption—H. R. 3, to modify the doctrine of federal preemption, was passed by the House July 17 and S. 337 reported amended by the Senate Judiciary Committee August 5.

Fisheries assistance—S. 3229, to provide a five-year program of assistance to depressed segments of the fishing industry, was reported by the Senate Commerce Committee Aug. 12.

Fisheries loan fund—S. 2720, to increase the loan fund authorization from $10 million to $13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization from $10 to $20 million, was passed by the Senate May 29 and was reported by the House Commerce Committee Aug. 14.

Food stamp plan—H. R. 13067, to direct the Secretary of Agriculture to establish a food stamp plan, was reported by House Agriculture Committee Aug. 2; its consideration by the House has been blocked by the Rules Committee.

Hawaii statehood—H. R. 49, Hawaii statehood, was reported with amendment by House Interior Committee Aug. 6.

ICC agricultural exemption—S. 3778, including the proposal to terminate the 203(b)(6) exemption for frozen fruits and vegetables, was signed by the President Aug. 12 and is P. L. 85-625.

ICC private carrier definition—S. 3778, including the provision amending the definition of a private motor carrier so as to stop "buy-and-sell" trucking, was signed by the President Aug. 12 and is P. L. 85-625.

Marketing orders—H. R. 8367 (Sisk of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

Mexican farm labor—H. R. 10360 (Gathings of Ark.), to extend for two years, to June 30, 1961, the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was passed by the House, under suspension of the rules, Aug. 14. S. 4232 (Ellender of La.), providing a one-year extension, was passed by the Senate Aug. 14.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was passed (as recommended by the Agriculture Committee) by the Senate May 15.

H. R. 9020, to retain USDA jurisdiction on exclusive meat packing operations, was passed by the House, under suspension of the rules, Aug. 12.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee and by the Senate Agriculture Committee in 1957. N.C.A. opposes application to canning.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than $10 million, was reported by House Judiciary Committee May 28, 1957. Similar legislation, with amendments, was approved by the Senate Antitrust Monopoly Subcommittee June 26 and is pending before the Senate Judiciary Committee.

Puerto Rico minimum wage—H. R. 12967, to authorize biennial reviews of wage rates in Puerto Rico which are below the statutory minimum, rather than annual reviews, was passed by the House July 29 and by the Senate Aug. 14 and cleared for the President.

Raw product bargaining—H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.), to authorize cooperative associations of producers to bargain with purchasers singly or in groups, are pending before House Judiciary Committee. S. 2444 (Aiken of Vt.) was passed by the Senate July 15, with an amendment limiting its application to milk, and has been referred to the House Judiciary Committee.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and a substitute measure, which would apply only to foods, drugs and cosmetics, was reported by the Senate Judiciary Committee July 28.

Small business tax revision—H. R. 13382, to provide tax revision for small business, was passed by the House July 21 and reported with amendments by the Senate Finance Committee Aug. 6; the language of this bill was included in another tax bill, H. R. 8381, passed by the Senate Aug. 12 and sent to conference.

Social security—H. R. 13549, raising social security taxes and benefits, was passed by the House July 31 and was the subject of hearings by the Senate Finance Committee.

Trade Agreements Act—The conference report on H. R. 12591, amending and extending the Trade Agreements Act for four years, was adopted by the House Aug. 7 and by the Senate Aug. 11 and cleared for the President (see story, page 253).

Wage-Hour—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

Trade Agreements Act Extends President's Tariff Authority

With enactment of compromise legislation extending the Trade Agreements Act, the President's authority to negotiate trade agreements and to set U. S. tariff rates is extended four years, to June 30, 1962.

Under the compromise the President is authorized to reduce rates of duty existing on July 1, 1958, by 20 percent during the life of the Act. Each tariff reduction may be made effective in no more than four annual stages, with the first cut not exceeding 10 percent.

The four-year extension is the first extension of the Trade Agreements Act for longer than three years. The four-year extension is calculated to permit negotiations with the European Common Market.

European Common Market

The European Common Market (European Economic Community) is a customs union of six countries—Belgium, France, Italy, Luxembourg, The Netherlands, and West Germany—which will present a common tariff against goods from outside the area while permitting free circulation of goods produced within the area.

The Common Market countries will start next January 1 to reduce their internal tariffs. The internal tariffs are to be reduced gradually until they are eliminated and complete free trade exists within the Common Market. This is scheduled for the end of 1972 at the latest.

After the first of next year, therefore, goods produced within any Common Market country will have a steadily increasing advantage within the rest of the Common Market over American and other free world goods.

The first step in the establishment of the Common Market's external tariff will be the preparation of a "proposed" or "target" common tariff, based for the most part on simple arithmetic averages of the rates for each product in each of the six Common Market countries. The entire target tariff is expected to be available for examination during the latter part of 1959, and at this point tariff negotiations will be in order.

To prepare for such negotiations it will be necessary for U. S. producers and exporters to anticipate the effects of the Common Market's target tariff on their sales in that area, and to furnish the Government with information which can be utilized in trade agreement negotiations to obtain tariff concessions for U. S. goods entering the Common Market.

The State Department expects that the United States might begin to prepare for tariff negotiations on the Common Market in 1960, might begin negotiations in 1961, and might be able to put the first tariff adjustments toward the Common Market into effect on January 1, 1962, the same date on which the six countries begin to apply their external tariff.

On that date member countries will be required to eliminate 30 percent of the difference between their national tariff rate and the new Common Market rate. Thereafter, similar adjustments will be made periodically, some upwards and some downwards, so that by June 1, 1973, at the latest, a single uniform tariff around the whole of the Common Market will be achieved.

Protection Features

Peril point—Prior to trade agreement negotiations the Tariff Commission studies the tariff status of particular products and reports to the President as to the lowest point at which U. S. import duties may be set without causing or threatening injury to domestic industries producing like or directly competitive products. The time for peril point investigations is extended by the new law from 120 days to six months.

Indirectly, the time elapsing during peril point studies also serves to permit U. S. producers and exporters to state their views to the Government on trade and tariff advantages for U. S. goods that are attainable in trade agreement negotiations.

Escape clause—On application of any interested party, the Tariff Commission is obliged to investigate whether, as a result of customs treatment reflecting trade agreement concessions, any product is being imported in such increased quantities, either actual or relative, as to cause or threaten serious injury to the domestic industry producing like or directly competitive products. The time for completing such escape clause investigations and filing reports to the President is shortened by the new law from nine to six months.

The Tariff Commission findings are solely fact-finding and, even if injury to a domestic industry is found and a higher tariff or quota is recommended, the President may choose not to remedy the injury. Under the new law, if the President does not follow the Tariff Commission recommendations for relief against imports, the Commission's recommendations may be made effective by a two-thirds vote of both houses of Congress.

Notwithstanding the statutory prohibition against transferring articles between the dutiable list and the free list, the new law authorizes the President, in an escape clause action, to impose a duty on any imported item otherwise free of duty.

National security—On application of any interested party, the Office of Defense and Civilian Mobilization is obliged to investigate and report to the President on the effects of imports of any article on the national security, and the President is required to act to adjust imports of an article which he finds is being imported in such quantities as to threaten to impair the national security.

The new law specifies certain matters to which the ODCM and the President shall give consideration, especially the general economic welfare, and including also projected national defense requirements, the capacity of domestic industries to meet such requirements, and anticipated growth.

The ODCM is to report to Congress by February 1, 1959, on the administration of the national security provision, with analysis of defense requirements and capacity.

U. S. To Consult with U. K. on Easing Import Restrictions

The United States will consult with the United Kingdom and several British Commonwealth countries regarding their quantitative limits on imports for balance-of-payments reasons.

The consultations will be concerned with discriminatory restrictions imposed by countries without sufficient dollar credits to permit unrestricted imports. The countries involved, in addition to the U. K., are Australia, Ceylon, Ghana, Malaya, and the Federation of Rhodesia and Nyasaland.

During each consultation there will be a review of the country's financial and economic situation and a discussion of opportunities for further relaxation of import restrictions, including a lessening of the discriminatory application of these restrictions.

Notice is given in the *Federal Register* of August 12 that the Committee for Reciprocity Information will welcome information from American business firms which will be useful to the U. S. Government during the consultations. Such statements should be submitted to the CRI by September 15.

REPORTS ON ASSOCIATION ACTIVITIES

Information Division

The function of the Information Division is to supply information (1) to the membership of N.C.A. through the weekly INFORMATION LETTER and in other ways, and (2) to the various publics—consumer, farm, government, trade—through press and radio-TV releases and by assisting media representatives working on assignments dealing with canned foods or the canning industry. The Division also assists other N.C.A. divisions editorially. Thus, the work is effective in carrying out the principal aim of the Association—to increase the use and acceptance of canned foods.

The INFORMATION LETTER staff has contact with almost all of the federal departments, agencies and bureaus, and reviews some 100 press announcements and publications a week to obtain information of importance and pertinence to the membership. Regulations, such as those issued by the FDA to which adherence is mandatory, are published in full. The staff continuously observes and follows the work of both the executive branch and the Congress and, with day-by-day familiarity with Washington developments, reports all important news of government action thoroughly and accurately, often with suitable analysis. Most of the content is prepared by the INFORMATION LETTER staff. Feature issues of the LETTER this year were the 66-page Convention Issue and the 16-page report of the midyear meeting of the Board, reproducing texts of addresses, reports and technical papers as an official Association record.

The Division produces other publications. Early in the year it issued the second edition of its annual catalog, *Films about the Canning Industry*, and the *Convention Room Directory and Program*.

The Division has furnished editorial assistance and technical advice to the Office of the Secretary and the Research Laboratory on the design and production of their annual reports and other publications, and to the Statistics Division on its annual pack bulletin, and assists the Fishery Products Division in the collection and preparation of copy for the weekly *Fishery Information Bulletin*.

SERVICING THE PRESS

Since January 1 the Information Division has carried on its continuous program of servicing press and radio-TV representatives. It conducted press conferences for prominent Convention speakers and conducted the Convention Press Room daily, servicing some 100 media representatives. The trade press was serviced also at the Board meeting, and individual mail and telephone requests are answered continuously on a year-round basis.

Newspapers and radio releases totaling 61 have been issued this year on a variety of subjects, all putting canned foods or the industry in favorable perspective. These have dealt with the various virtues of canned foods (quality, convenience, etc.), importance in the nation's food economy including the contribution to agriculture welfare, "best buy" aspects, and (for the trade press) marketing and sales opportunities and the industry's position on government affairs.

ASSISTING WRITERS, BROADCASTERS

Individual assistance to writers, editors, broadcasters, publishers and speakers is another continuing function of the Information Division, and thus far this year has been furnished on 44 occasions. This work ranges all the way from the simple furnishing of photos or prepared literature on requested subjects, through checking of manuscripts, editorial conferences, guiding suggestions, to the complete preparation of articles or scripts. Assistance in one or another of these forms has been given to the following: USDA's *Agricultural Marketing*, *McCall's* magazine, the *Book of Knowledge*, *Saturday Evening Post*, *Foreman's Digest*, *The Link*, Authenticated News Syndicate, *Thomas Register*, U. S. Department of Labor Library, *Western Canner & Packer*, *Modern Grocer*, *World Book* encyclopedia, *San Francisco Chronicle*, *Steelways*, *Food Business*, *Food Packer*, *Food Processing*, Family Affairs Publishers, *New York State Commercial Review*, *Tin News*, *Encyclopedia Britannica*, N.B.C. network shows Maverick and Kraft Theatre, C.B.S. network Farm News, N.B.C. network National Farm and Home Hour, A.B.C. network the American Farmer, and to 11 speakers on canning subjects.

ACTIVE IN C. & T. R. PROGRAM

The Information Division is closely involved in all phases of the Consumer and Trade Relations Program of N.C.A., since the Director is secretary of the C. & T. R. Committee of members and chairman of the staff committee on this activity, which includes personnel of the Dudley-Anderson-Yutzy public relations agency. This has involved the arrangements, minute-taking and reports on nine meetings since January. The Division's work this year on specific C. & T. R. projects, all of it in collaboration with D.A.Y. and other N.C.A. divisions, has dealt with program arrangements, speaker assistance and press work in connection with the Marketing Session, Food Editors Conference and Film Theater at the Annual Convention; the popular versions and trade press releases for Reports No. 3 and 4 of the Philadelphia Project; the award winners of the *American Weekly* Canned Foods Display Contest; the brochure, *The Almost Complete Canner*, illustrating the variety of canned foods and *The Canner's Map of U. S.*, illustrating sources of canned foods supply; the text and visuals of "Target for Tomorrow" slide-film presentation of the Association's public relations work; arrangements for the visit, public audiences, award ceremonies and press-radio-TV publicity for the Canning Crops Contest Champion; the preparation of merchandising suggestions for reprints from *Modern Romances*, *Co-ed Magazine*, *McCall's Supermarket Buyers Pocket Letter*, *Food Service*, the TV kit of canner-grower material built on the 1958 testimonial to Liberty Hyde Bailey, and in the N.C.A. activities on promotion of "September is Canned Foods Month."

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